



Do you ever wonder how many people click on your form submit button or watch a video on your website? Event tracking reports can help you do just that—track what people are doing on your site.

Before you can track things, however, you need to add event tracking to your website. If you're using WordPress, there are a couple, easy-to-setup plugins you can use, such as [Gravitate](#) (free) and [WP Flow](#) (paid).

Once installed, create an automated Event Tracking Report in Google Analytics.

Here's how. If you prefer video, watch the [How To Create a Custom Google Analytics Event Tracking Report](#) on our YouTube channel.

How to Set Up Google Analytics Event Tracking Custom Report

1. Login to your Analytics account
2. On the left sidebar, choose Customization > New Report
3. Add a report title like Event Tracking Report
4. In the Name field, enter **Overview**
5. In metric groups, you'll be including column names for the things you want to see, such as Total Events, Users, and Unique Events
6. In Dimension Drilldowns, include the thing you are tracking, in this case Event Category, Event Actions, and Event Labels
7. Then you want to set a filter to exclude the "not set" row that shows up on all screen.

This content is hard to define within analytics.

8. Click Save.

Overview Custom Report Setup Screen

General Information

Title

Report Content

Overview Actions Pages [+ add report tab](#)

Name

Type **Explorer** Flat Table Map Overlay

Metric Groups

Dimension Drilldowns

Filters - optional

and

Views - optional

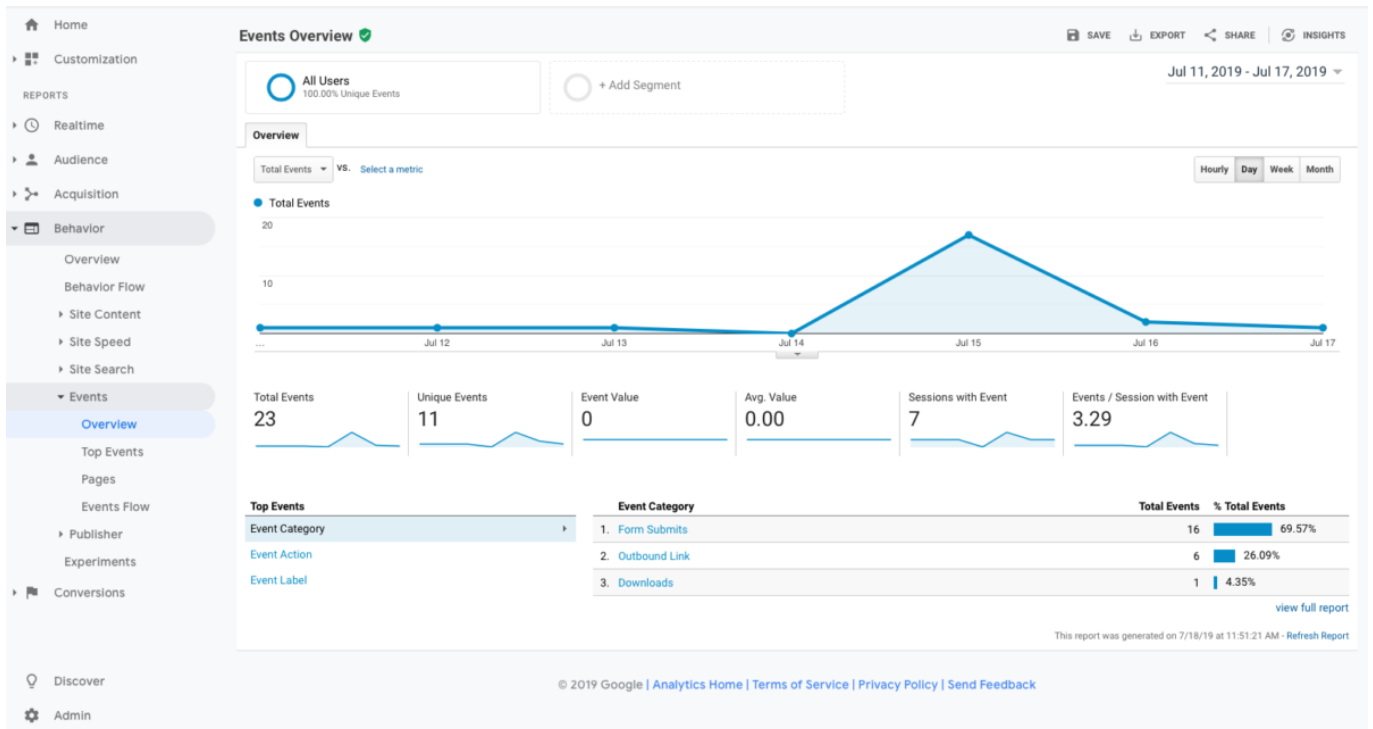
All views associated with this account

1 view selected

Once you Save the report, you'll see on the left side that you're under Saved Reports.

Overview Custom Report Data

How To Create an Event Tracking Report



Add Another Tab of Data to Your Report

To Add Another Tab to the Report, go to Customization > Custom Reports > click on Event Tracking Report.

- When the report opens, in the top, right corner, click Edit
- Click +add report tab
- Call the tab **Actions** (we are going to track the actions people take on the site)
- Metric Groups = Users and Total Events
- Dimensions = Event Action
- Keep the filter to exclude the Event Category = (not set)
- Click Save.

The report will be added to the Saved Reports area on the left navigation bar.

Edit Custom Report

General Information

Title

Report Content

Overview **Actions** × Pages [+ add report tab](#)

Name

Type **Explorer** Flat Table Map Overlay

Metric Groups

Dimension Drilldowns

Filters - optional

×

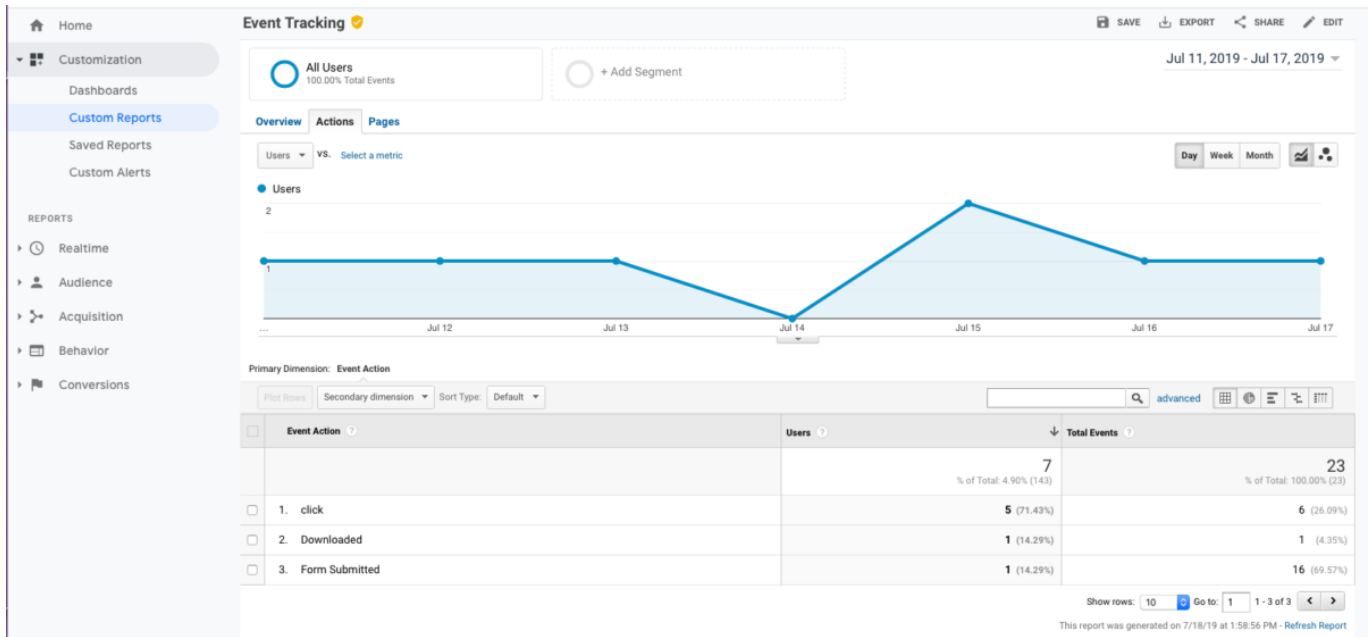
and

Views - optional

All views associated with this account

Action Report Data

How To Create an Event Tracking Report



Pages Event Report Setup Screen

This report will show which pages on the site where the events take place. This is good to know if you have events on pages that you want people to use, but notice they are not being used. If that's the case, additional marketing efforts should be put in place to encourage content engagement.

Edit Custom Report

General Information

Title

Report Content

Overview Actions **Pages** [+ add report tab](#)

Name

Type **Explorer** Flat Table Map Overlay

Metric Groups

Dimension Drilldowns

Filters - optional

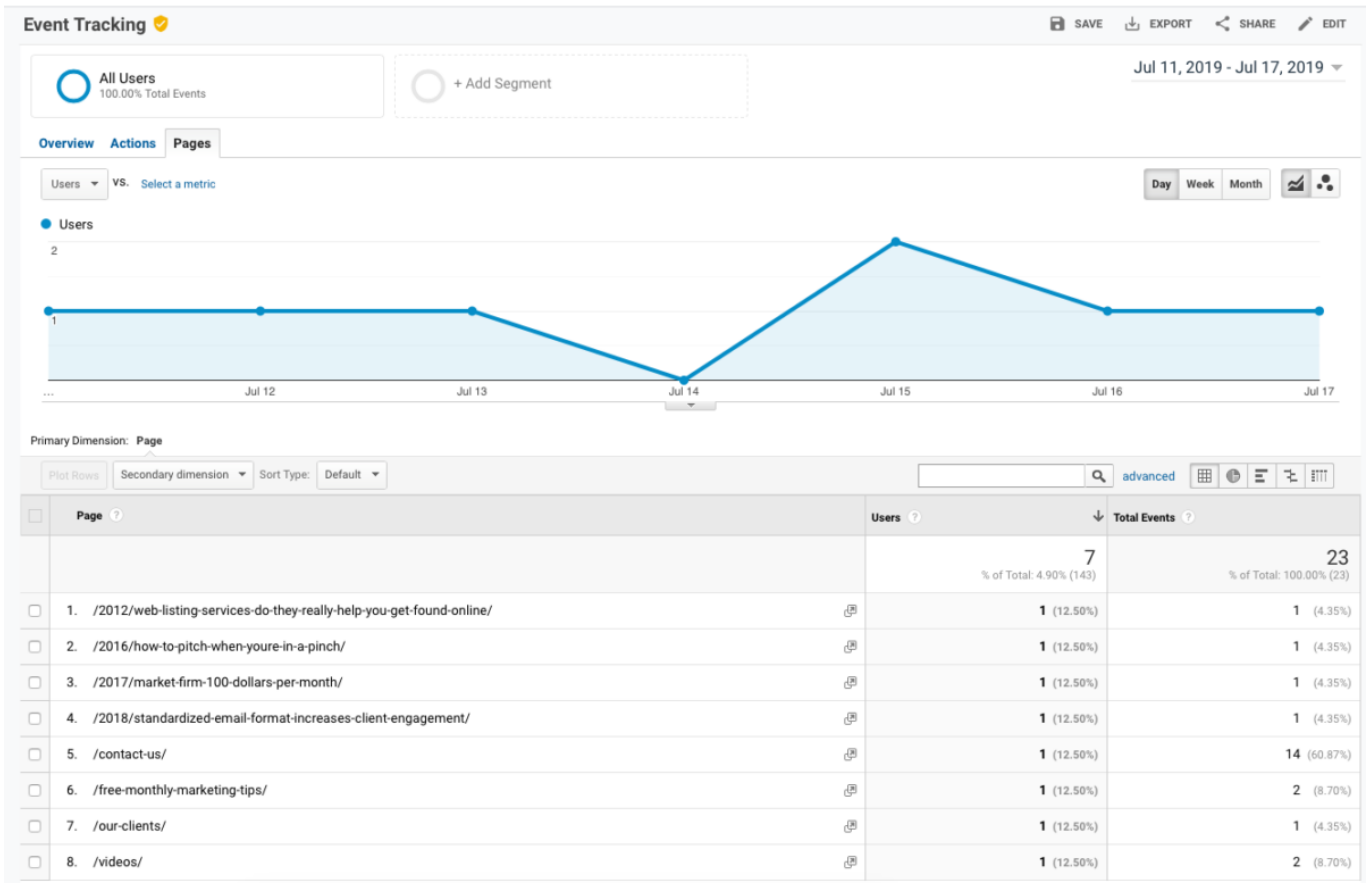
and

Views - optional

- All views associated with this account
- 1 view selected

Page Event Report

How To Create an Event Tracking Report



Automate the Report Distribution

Now that you have the reports created, you want to have the system send them to you or clients on a regular basis. Here's how you do that.

- Go to Saved Reports (left nav bar)
- You should see all three reports you created. Click on the Actions button on the Overview Report row and choose Edit.
- Click Share in the top, right corner.
- Complete the "To" email fields, using a comma between email addresses
- Edit the Subject line appropriately, e.g., [Company Name] Monthly Event Tracking Report
- Attachments - choose the format you'd like to see it in, PDF, Excel or CSV
- Choose the Frequency
- Click the Advanced Options button and choose the number of months you want this to happen
- Add some information about the report in the white box, for example, This report contains event tracking information, including an overview, actions, and pages.

- Check “I am not a robot”
- Send

To include the other two reports in the same email, complete these steps.

1. Go back to Saved Reports on the left sidebar
2. Click the Actions report title
3. Click Share in the top, right corner.
4. In the email report window, click “Add to an existing email.”
5. Click on the Monthly Emails arrow and check the box of the email you want to add it to.